

# Total Access

News and Insights from the Door Openings Industry

The Standard  
at Berkeley  
Page 6



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## OPENING REMARKS

Dear Friends of American Direct,

On March 6, 2022 we began our 31st year in business. Quite humbling really to think of all the amazing clients, circumstances, people, co-workers, and trade partners that we have encountered over that time. The stories are also extraordinary from the first network being a single PC on a swivel so the 2 founders could share, to the recent hiring of associate #312. Incredible the lives and the families we have been a part of, and the continued good work we do in our not-for-profit efforts to give back part of what has been given to us. In so many ways we are in awe of the events over the life of this business. Thank you to our friends, partners and associates who are making this business happen.

In this issue of Total Access we again share the extraordinary work being done with the combination of physical security products when paired with technology applications at the edge of the door. Also the advances in electronic locks, exit devices and access control feature sets are meaning that the era of electronics is shaping the security and safety of buildings where we live, where we work, educate, and where we are entertained. More ruinous are the effects of random shootings in this country, as this has become a cancer on the institutions we hold dear, schools, churches, community buildings, etc. People in every walk of our daily lives are quick to point-out failures of law-enforcement and accuse individual decisions of failures, and yet the resources to protect the lives of people from this tragedy have been embroiled in the wrong debate. Guns and gun control legislation at the fringe is probably a "no brainer" but today the products exist in the marketplace that can significantly reduce this threat of gun violence, but to do so our buildings must behave as safe and secure places. This of course requires investment in products and educational trainings. In my opinion a local, state and federal government program in cooperation with the school districts and the private sector we could make every K-12 school in the US safe from gun violence for something less than One Trillion dollars. Big money, sure, but the costs of the lives of the future citizens of the country need to be protected from the plague of random and school shootings we are facing.

Please also note in this issue the discussion about supply-chain vulnerability and the growing migration to finding alternatives to the products driving the shipping delays. I recently attended a vendor trade conference and the primary focus of this manufacturer was the "near-shoring" of the supply chain in various global markets to address the inflationary pressure to the construction space. We enjoy sharing the American Direct story with you in these pages and we are always pleased to acknowledge our vendors who make this magazine possible and as always deep gratitude for the people that make American Direct great. Best regards.



Byron W. Whetstone  
CEO, Chairman, American Direct



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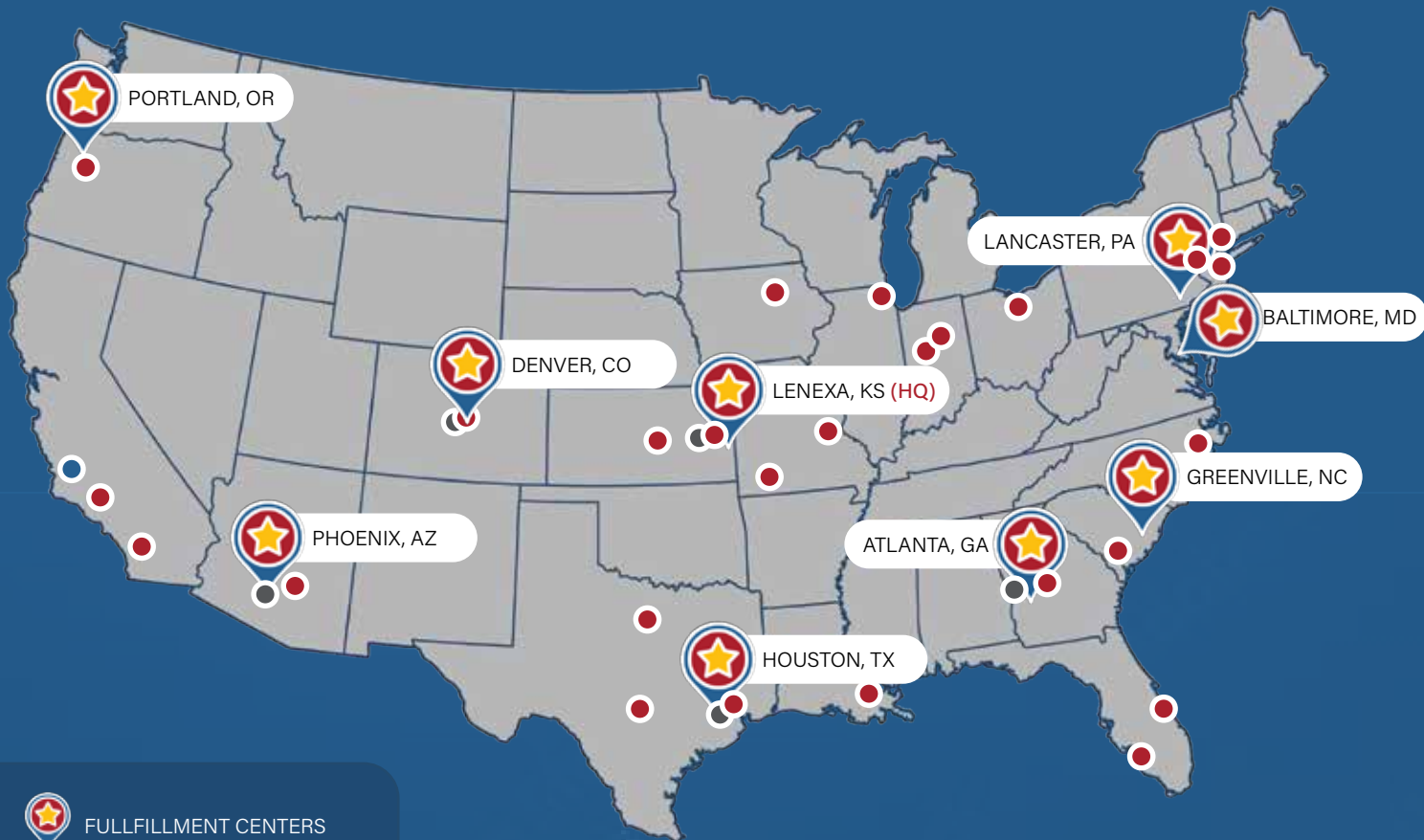
## TotalAccess

Total Access is a publication developed by American Direct. Designed to feature both construction industry topics and American Direct's services, Total Access is a resource for developers, project owners, government procurement personnel, architects, general contractors, consultants, and construction industry leaders. The ultimate goal of the publication is to raise American Direct's visibility among engineering firms, design-build consultants, and construction industry leaders. Total Access is published by bradley.project.

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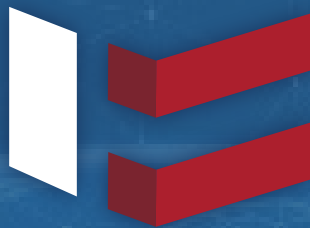
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# RAISING THE STANDARDS OF STUDENT HOUSING

## The Standard at Berkeley

by Juliette B. Bradley



Today, University of California Berkeley is thought of as one of the most prestigious schools in both the UC System and the country. It is fitting that the accommodations for the student population should reflect the same level of distinguishing characteristics.

The Standard at Berkeley (The Standard) is a welcome combination of on campus living perks with the luxury of off campus housing. The Standard is located directly across the street from the UC Berkeley campus and boldly stands 8 stories tall with ground

floor retail space, 47 underground parking stalls, and luxury apartment units with a total of 417 beds.

Students have multiple apartment configurations including a studio, one-bedroom, two-bedroom, three-bedroom, four-bedroom and five-bedroom units which are all fully furnished with designer furniture and high-tech appliances. The amenities are considered student-driven in order to foster growth academically and socially, including the 8th floor lounge and patio area with an amazing view over-





*The Standard at Berkeley is nestled in the heart of the city, yet extremely convenient to campus and all of the University's hotspots.*

looking the city; a resident club room for breaks between classes, a terrace with a hot tub and firepits, private study rooms, a state-of-the-art fitness center, and a computer lab. Personal touches within the apartments include granite countertops, ample storage space, stainless steel appliances, and much more.

The Standard is just a short walk, bike ride or drive from campus and is located near Berkeley's best eateries, boutiques, entertainment venues, parks, and recreation hotspots.

The Weitz Company was the general contractor for The Standard. Known as a construction partner that values collaborative relationships and innovative thinking, The Weitz Company chose American Direct to provide door and hardware solutions for the more than 1,300 openings.

Landmark Properties, the nation's top developer of student housing and developer of The Standard has high regard for design and building materials to offer the excellent level of housing for students. Their hardware speci-

fications included electronic access control not only at all common areas, but also at unit entries and bedroom entries within the units. Weitz Company Pre-Construction Manager Jon Meister says, "We brought American Direct on early in the process. We were in need of a qualified door group who could handle a set of documents that were not totally complete and needed design alterations. American Direct Senior Sales Representative Matt Suchaire was integral in reviewing the door schedule and making nec-





*Photo Provided by Landmark Properties*

essary changes. We had someone in the room who understood the needs of Landmark Properties and that made a big difference.”

Large multi family construction projects like The Standard typically start with underground work, footings, etc. while the hardware documents are getting finalized. This allows the general contractor to facilitate construction and get it rolling. Meister says, “We had a fair amount of demolition work in an existing building with a below grade parking garage. We went

in and put a deeper garage to create more parking and all of this work was underway when the hardware documents were being finalized.” Suchaire assisted with deciding where the owner specified hardware was and wasn’t applicable and also identifying the appropriate kinds of hardware to use. For example if residential hardware was identified for a retail or office space, Suchaire addressed this and altered the schedule accordingly.

The use of electronic access control at every entry in The Standard is part

of a larger effort to increase security. A secure access control system solves the problem of individuals entering who don’t live in the building. The blue tooth system installed at The Standard operates using either the fob technology or contactless smartphone technology. When a student loses their fob credential, it can immediately be deactivated, thus eliminating the chance of someone other than the student using a found credential to enter the building without authorization. There is never a question of a lost traditional key.



Photos Provided by Landmark Properties


*Electronic Access Control on common areas such as group study areas, the rooftop lounge and the fitness center as well as the apartment unit entries and the individual bedroom entries allows the students to carry just one access credential. A programmable fob is offered and typically used, but the blue tooth operation of the electronic access control locks also allows the use of a smartphone to gain entry. Mobile access control offers an increased level of flexibility that students are becoming more and more interested in.*

To help students have one less thing to worry about, the integrated access control between unit entry and common areas means the students only have to carry one credential. Each fob is programmed specifically for that student's entry unit or bedroom and all of the common areas they can access. If a student attempts to use their fob on a unit entry other than their own, access is denied. Electronic access control also provides an audit trail. An administrator can see who accessed which rooms and when.

Suchaire says, "We worked with The Weitz Company from the bid process to schematic design and all the way to contract execution and we did so all in budget and on time. Our experience

on The Standard at Berkeley has led to a another project between American Direct and The Weitz Company, The Standard at Coral Gables — a 263,573 sq. ft. building with 147 student housing apartments and 345 beds."

Suchaire takes the relationship between all general contractors very seriously. "We are not just about numbers, we are about the relationship because we build trust and open dialogue to make successful results happen."

Meister agrees. "Working with Suchaire and the American Direct team was the jumping off point in a solid relationship that is moving forward. American Direct demonstrated multiple qualities that we look for in a door and hardware supplier." 

### The Standard at Berkeley Footprint

171,000 sq. ft., 8 floor luxury student housing building located directly across the street from campus.

**General Contractor:**  
The Weitz Company

### Project Contributors

Hollow Metal Doors and Frames  
**CECO**

Access Control Locks, Hinges, Locks, Exits, Closers

**Dormakaba**

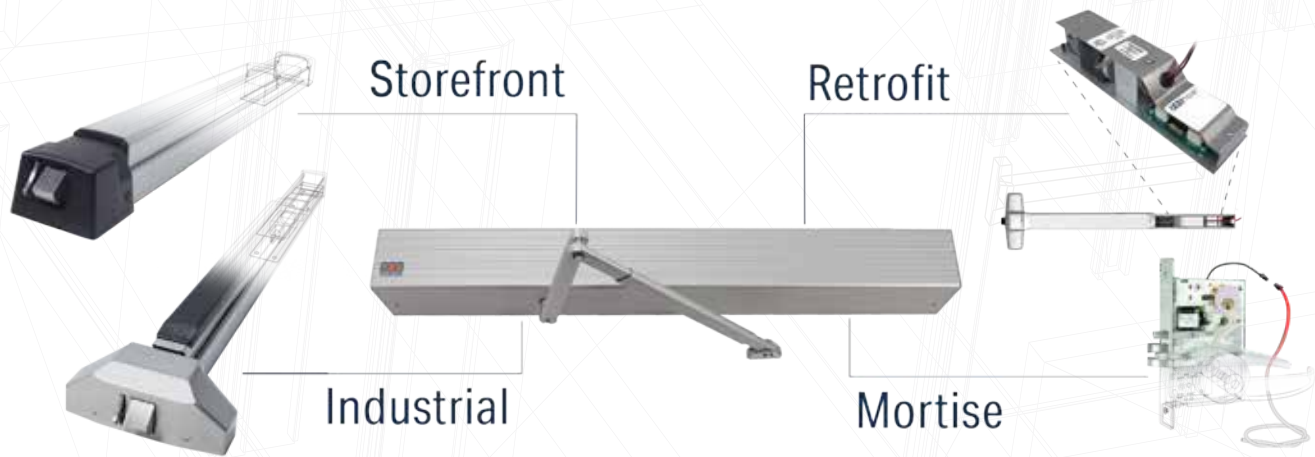
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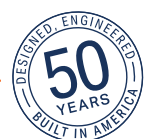
supply that comes standard in SDC’s AUTO series low energy operators - eliminating the need for a separate power supply! SDC’s LR100 series retrofit ELR kits not only abolish the need for costly replacements of existing exit devices, but also deliver cost savings on installation of select exit device brands without removing the device from the door. Pushpad depression on select exit device models is also offered.

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# Downtown is Your Living Room When Your Home is a Micro Unit

by Juliette B. Bradley

Roosevelt Row is downtown Phoenix's walkable arts district, home to art galleries, restaurants, bars and boutique shops in a landscape sprinkled with vibrant street art. Whether you're appreciating the art or touring some of Phoenix's best art galleries and museums, Roosevelt Row is paradise for any kind of art lover.

Fans of Roosevelt Row (known to locals as "RoRo") can thank the Salt River floods of the late 19th century for the Roosevelt Row Arts District that we know today. Had the floods not forced early residents of Phoenix northward, the city's center may have grown along the river's edge instead of the higher ground where it is.

Besides the striking single-family homes, you'll find sleek apartments and condo projects that complement the eclectic mix of homes and buildings. You will also find something new — micro-apartments — smaller-than-average studios with a footprint typically between 200 and 400 sq. ft. They are designed with an open concept where a bedroom, living space and kitchen all share one space. "These small unit apartments are the first of their kind in Phoenix and are an exciting addition to the vibrant Roosevelt Row neighborhood," said Hensel Phelps Project Manager John Doherty.

Renting a micro-apartment has many pros, especially when located in an area like Roosevelt Row where restaurants and entertainment options are many. Renters typically spend less time in their apartment and more time venturing out and exploring the city, which equates to reduced utility bills in

their apartment and more opportunity for meeting new people and getting to know the city. In the case of Derby Roosevelt, the location is perfect for Arizona State graduate students who are just beginning their careers and want to be close to the University and cultural areas of downtown.

The 21-story building includes a first floor lobby, 5 levels of parking, 14 levels of apartments plus a 21st floor amenity deck. The units feature simulated quartz countertops, ceramic tile and Whirlpool small-kitchen style appliances. Furniture packages are available and include space-maximizing touches like built-in storage and a Murphy bed with natural wood accents, 10-ft. ceilings and wood-inspired flooring. When guests are ready, they can enjoy the resort-worthy swimming pool or catch up with neighbors on the rooftop terrace where city and mountain views provide the ultimate backdrop.

Construction on micro-apartments has its challenges. Everything is condensed but you still have the traditional floorplate including plumbing sleeves and rough-in. "There's not a lot of elbow room and space is at a premium," says Doherty. The ceiling is exposed concrete deck with just a skim coat and no dry wall, meaning that all infrastructure has to be contained in the walls or the soffits. "This was quite a coordination effort early on for our design team to make sure we were accounting for everything in such a small space."

Hensel Phelps partnered with American Direct to provide the opening solutions for this project. American

Direct Security Sales Representative Heather Rolli says, "We were able to combine the many security manufactures into an integrated single software platform with one credential — a key fob — to navigate through the building. The project owner had selected Aurora Keyscan access control — a high-performance access control platform with many features and a host of integration options. Rolli suggested the Saffire LX-L Smart Latch RFID Lock for unit entries. Eventhough this is actually two separate access control systems, residents see it as seamless because they use one credential for their unit entry, pool, amenity spaces, parking, etc.

In a situation like this one where a product has already been selected, American Direct is a powerful resource to help identify any potential scope gaps in the hardware schedule. For example, when Rolli reviewed the schedule, she addressed concerns, such as:

- 1) Was the hardware all compatible?
- 2) Were mechanical locks designated where a card reader was intended? If so, the card readers would need electrified hardware.
- 3) Were intelligent locks specified along with a separate card reader? If so, the intelligent locks have a reader built in so a separate card reader isn't necessary.

"We look at the entire project as a whole to ensure there are no gaps and try to catch issues during the project review," says Rolli.

An example of this process at Derby Roosevelt is the project specified dif-







Courtesy of Ascentris

*Micro-apartments can house a wide variety of ages and demographics, however they are targeted toward single twenty-somethings and millennials with city jobs.*

ferent manufacturers for the parking entry reader and windshield tags. Rolli suggested using dormakaba's windshield credentials with the dormakaba reader avoiding incompatibility. If the contractor would have proceeded with their original design, residents trying to park using the Transcore tag with the dormakaba reader would not gain entry to the parking area. Rolli's suggestion put compatible products together to provide the desired functionality opening the gate for the vehicles as they approached.

American Direct can provide 100 percent of the doors and hardware or a portion of them, but regardless, they always provide 100 percent of the knowledge, experience and guidance to ensure excellent results. 🇺🇸

#### **Derby Roosevelt Footprint**

21-story upscale apartment complex featuring micro-units.

**General Contractor:**  
Hensel Phelps

#### **Project Contributors**

Intercom Door Station  
**Comelit**

Video Recorder & Software  
**ExacqVision**

Video Cameras  
**Hanwha**

Access Control Software and Card Readers  
**Keyscan Aurora**



Courtesy of Ascentris

*The small living concept still includes large common areas to invite residents to enjoy their free time meeting other urban professionals.*





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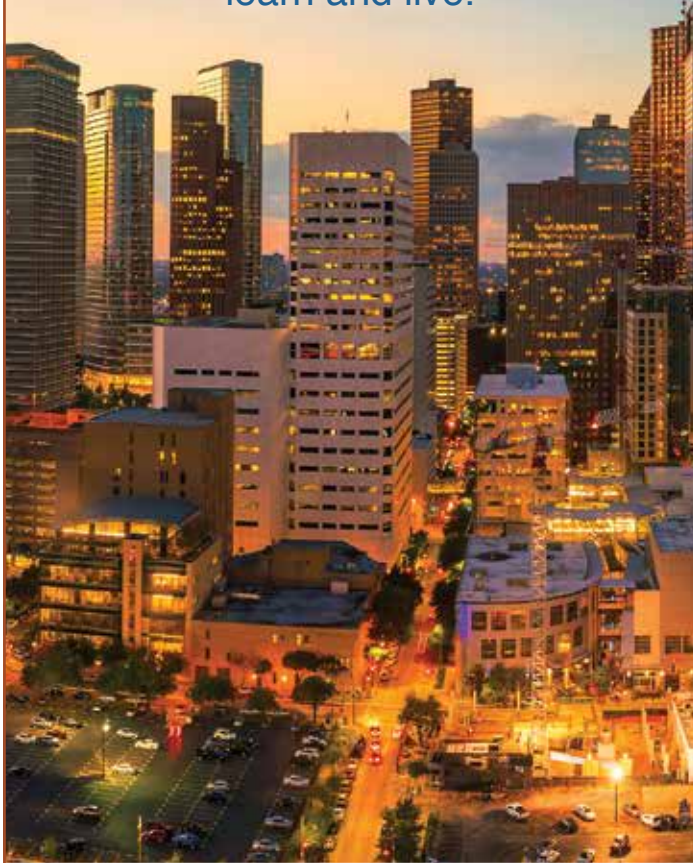




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HEARTLAND INTERNATIONAL MINISTRIES

## Amazing People We Call Partners and Friends

Education programs are vital to helping our partners create better futures for their communities. H.I.M. currently sends aid to 65 orphanages and schools across the globe. This support includes repairs to buildings, school supplies, feeding programs, support for teachers and construction of roofs and floors that allow a better learning environment for the children. Our partners are reaching the children that need our help. They are vulnerable, come from broken homes and some with special needs. We want to give these children the opportunity to learn and to have a better life. Assistance

that we receive from our donors helps them avoid malnutrition, disease, abuse, and human trafficking. **We think it's important for you to get to know some of the amazing people that we call partner and friend. Here are a few of their stories.**

**Pastor Vashi in India** - Pastor Vashi operates a school inside the "Trash Dump Village" which is on the outskirts of Delhi. He was called to start a church in the trash dump village in 2012. Of the 50,000 people living in the slum, almost half are children! He started the New Life English School which is a literacy and Bible educa-

tion program which directly impacts the lives of hundreds of children. The children are at risk of disease, malnutrition, abuse, and human traffickers. Despite threats from neighboring Hindus and sometimes even the government, Vashi feels called to help these communities, especially the children.

**Celtina & Misael in Nicaragua** - They operate a feeding program that supports 30+ poor and homeless children every day. Most of the children walk two miles each way to go to school. Celtina feeds them before they start their journey home. They also provide dental supplies and other ne-





cessities to the children. She and her husband have a Foster Program as well. They have cared for more than 60 children in their home. Unlike the US, they don't receive any financial support for the children that they provide care for. They rely on the generosity of others.

**Beauty & Billy Zulu in Zambia, Africa** – The Mountain Fire Church and Ministries operates two schools and one orphanage in the rural communities in Zambia. Their focus has always been on serving the young people from broken families. The first school was created by J. Zulu, founder of Mountain Fire Church and Ministries, after he recognized the need for affordable

schools in rural areas. It was a small one room school and now has grown to serve 60-70 children in each school. The orphanage currently serves 15 young girls. After the untimely death of J. Zulu, his wife Beauty and his son Billy are continuing his legacy of helping the vulnerable children in need.



#### **Editorial Commentary:**

*Many of you know that American Direct has been a long-time supporter of faith-based not-for-profit enterprises. H.I.M. is a 20 year relationship for global mission to support livelihood projects, schools and orphanages, church planting and disaster recovery. Last year H.I.M. provided over \$175,000 to feed and support indigenous people through the COVID-19 pandemic. We hoped by adding this project awareness that we might reach some people who might be willing to provide some financial gifts to this great cause. Amen.*

Byron Whetstone



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A wide-angle photograph of a large industrial warehouse. The ceiling is high, with a complex network of steel beams and trusses. Numerous industrial lights are suspended from the ceiling. The floor is a smooth, light-colored concrete. In the foreground and middle ground, there are several large pallets stacked with goods, mostly cardboard boxes wrapped in clear plastic. In the background, there are tall industrial shelving units or racks, some of which are partially filled with boxes. The overall atmosphere is one of a busy, large-scale storage and distribution facility.

# Will the Pandemic Impact Ever Cease?

by Byron Whetstone, American Direct CEO/Chairman, American Direct





**W**e've all experienced the COVID-19 disaster over the last few years and the impact on our societies and the world we live in is inescapable. We now mostly work schedules that are flexible in the office and remote, we eat in more unless we eat out by picking up the food fare and taking home. We travel less for work and until recently recreation travel exploded prompting pilot shortages and unreliable air carriers. In the earliest days of the difficulty the churches in this country were closed by a Federal edict without a shot being fired.



*People are beginning to ask, is the specification really the product required or what can I actually buy to meet this in the field reality of application? Another way of saying this is, "What can I get, regardless of the specification?"*

Of course, the US government in cooperation with the Federal Reserve made certain to limit the impact on business and employment with direct grants to taxpayers and loan programs for business. Of course, flooding markets with liquidity staved off the disastrous financial implications of the illness but now we have runaway inflation and pending recession.


The reality of the supply chain issues in the security industry are becoming very interesting as well. Lead times are extended, (40 weeks for an electronic lock from one source), surcharges for freight increases, and shortages of raw materials to build the physical security required. The result is some very collaborative solutions to be required externally and internally. The primary implication is the requirement to seek and deploy, supply chain alternatives.

What this really means is the potential disruption of the long-held strategy of pulling products through channel structures to create revenue as buildings are built and occupied. Supply chain alternatives, means that, in general the specifications are being challenged. Historically, both in the security space and the contract hardware space, specifications have described the products that are going to be included in the construction, of the buildings that are being built. As mentioned many products today have lead times in excess of 20-25 weeks. People are beginning to ask, is the specification really the product required or what can I actually buy to meet this in the field reality of application. Another way of saying this is, "what can I get, regardless of the specification?"

For end-users and owners to achieve their objectives the impact to

get the service required is a forced need to find supply chain alternatives. If you will think about this generally you might ask how long will this last? What level of disruption will this do to specified products and services. I would suggest to you that if you look for supply chain alternatives you're going to still find products that are serviced and sold by the leading purveyors like

American Direct, as we are a primary source for security safety mechanical doors frames and hardware and we provide a total security solution. How long this impact lasts is unknown but we never thought we'd be in the 3rd or 4th iteration of this virus that changed the world forever.

Kind of makes you wonder... 



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